

**CITY OF MILPITAS
RECYCLING AND SOURCE REDUCTION
ADVISORY COMMISSION MEETING
APRIL 24, 2007 7:00 P.M.
457 E. CALAVERAS BLVD, MILPITAS CA 95035
RMS. 7 & 8**

I. ROLL CALL

II. PLEDGE OF ALLEGIANCE

III. SEATING OF ALTERNATES

IV. APPROVAL OF THE MINUTES: January 30, 2007

V. PUBLIC FORUM

Members of the audience are invited to address the Recycling and Source Reduction Advisory Commission on any subject not on tonight's agenda. Speakers must state their name and address for the Secretary's record, and limit their remarks to under three minutes. As an item not on the agenda, no response is required of City staff or the Commission; however, the Commission may place the item on the agenda for a future meeting.

VI. ANNOUNCEMENTS

- 1. COMMISSIONER OPENINGS**
- 2. APRIL 18, 2007 COMMISSIONER RECOGNITION EVENT**

VII. APPROVAL OF AGENDA

VIII. OLD BUSINESS (NONE)

IX. NEW BUSINESS

- 1. SOLID WASTE RATES FINANCIAL ANALYSIS PROPOSALS**
- 2. 2005 ANNUAL REPORT UPDATE**
- 3. NEIGHBORHOOD CLEANUP/COMPOST GIVEAWAY EVENTS UPDATE**
- 4. ALLIED UPDATES:**
 - FREE DUMP DAYS TONNAGE DISCUSSION**
 - SOLID WASTE SERVICE OPTIONS**
 - E-WASTE RECYCLING SURVEY**
- 5. BUILT-IN INCENTIVES FOR RECYCLING DISCUSSION**
- 6. DEVELOPING AN ACTIVIST POSITION DISCUSSION**

X. STAFF ACTIVITIES

- 1. SOLID WASTE DIVERSION ACTIVITIES**

XI. ROUNDTABLE / ANNOUNCEMENTS

XII. FUTURE AGENDA ITEMS

XIII. ADJOURNMENT

VIII. OLD BUSINESS – (NONE)

IX. NEW BUSINESS

1. SOLID WASTE RATES FINANCIAL ANALYSIS PROPOSALS

BACKGROUND:

The City's existing franchise collection agreement allows for negotiated biennial rate adjustments and additional services. The last adjustment occurred in 2004 for calendar years 2005 through 2007. Upcoming negotiations are tentatively scheduled to begin after July 1, 2007.

The City of Milpitas is soliciting services from qualified consultants with experience in evaluating municipal rate applications and solid waste collection services. The selected consultant would assist in reviewing a new rate schedule and service level updates for calendar years 2008 and 2009. Work would entail evaluating existing programs, suggesting potential new services and analyzing both residential and commercial rate structures. An update will be provided at the meeting.

RECOMMENDATION: Discuss as needed. Note receipt and file.

2. 2005 ANNUAL REPORT UPDATE

BACKGROUND: The California Waste Integrated Management Act of 1989 required all cities to reduce disposal to landfills by 50% by the year 2000. Cities are required to submit an annual report that reflects the amount of diverted material in their jurisdictions. The diversion amount is calculated as a percentage and is based upon a state formula considering population, sales tax, and employment which are used to estimate total potential waste generation. The state released the 2005 taxable sales data allowing cities to calculate diversion rates for their jurisdictions. The tentative 2005 diversion rate for Milpitas is calculated to be 57%. As reference, the 2004 diversion rate was 54%. The CIWMB will review the submittal and notify the city of the final diversion rate.

RECOMMENDATION: Discuss as needed. Note receipt and file.

3. NEIGHBORHOOD CLEANUP EVENT UPDATE/COMPOST GIVEAWAY EVENTS

BACKGROUND: The first of four neighborhood clean-up events was conducted on April 14, 2007. The event was held simultaneously at three locations: Russell Middle School, Murphy Park and Zanker Elementary School. Information on attendance and amounts of disposed and recycled material at each site was not available at the time of printing. A summary of the event will be provided at the meeting.

Separate compost giveaway events were held on April 7 and 21, 2007. Information on the attendance and amounts of distributed amounts was not available at the time of printing. A summary of event will be provided at the meeting.

RECOMMENDATION: Discuss as needed. Note receipt and file.

4. ALLIED UPDATES

BACKGROUND: As discussed at the January 30, 2007 meeting, Allied will provide updates and/or lead discussion on the following items:

- **FREE DUMP DAYS TONNAGE DISCUSSION** – Based upon Allied’s request, this topic has been included for discussion purposes.
- **SOLID WASTE SERVICE OPTIONS** – Results of Allied’s research into various options to improve services including automated service, standard containers and an optimum number of clean-up events.
- **E-WASTE RECYCLING SURVEY** – Results of Allied’s research of e-waste recycling in other cities.

RECOMMENDATION: Discuss as needed. Note receipt and file.

5. BUILT-IN INCENTIVES FOR RECYCLING DISCUSSION

BACKGROUND: Based upon Commissioner Chen’s request, there has been a suggestion for the commission to discuss built-in incentives to encourage recycling.

RECOMMENDATION: Discuss as needed. Note receipt and file.

6. DEVELOPING AN ACTIVIST POSITION DISCUSSION

BACKGROUND: Based upon Commissioner Chen’s request, there has been a suggestion for the commission to discuss adopting an activist position as it relates to solid waste issues.

RECOMMENDATION: Discuss as needed. Note receipt and file.

X. STAFF ACTIVITIES

1. SOLID WASTE DIVERSION ACTIVITIES

BACKGROUND: Mid-January – April 2007 program work areas include:

- Wrote / placed PSAs for City media / web page updates, including information placed in the Spring *Milpitas Connection* (**attached**), about composting workshops and the Spring 2007 Compost Giveaway.
- County “Bring Your Own Bag” Campaign advertising: placed four (4) advertisements of the “Bring Your Own Bag” ad in *The Milpitas Post* (**attached**) & assisted with an interview “talk show” on KEZR (106.5FM) about bringing cloth bags to the grocery store instead of using paper or plastic.
- Updated and mailed brochure (**attached**) offering a 32-gallon cart for Single Stream Recycling to an expanded list of townhomes, including Mobile Home Parks and other single family residences on private streets.
- Updated Single Stream portions of the “Recycling Pages” on the City’s website.
- Updated & placed two (2) advertisements promoting E-waste turn-in event at the Milpitas High School on March 17 – 18 (**attached**). Car-count for residents from Milpitas was 335.
- Completed street survey project and received data base of unit addresses for multi-family residences.
- Began creating translated mailer for the Multi-family Recycling & Waste Reduction Program.
- Commercial Recycling & Waste Reduction activities: Received Council approval for marketing and promotions contract and started the first of four projects of mailers and publicity to occur between April and June 2007; re-formatted & printed inside container stickers for businesses.
- City & Allied-sponsored events: Compost Giveaway, April 7, 9AM – 1PM and “Second Chance Giveaway” on April 21; Recycling Assembly at Spangler Elementary School (4/11); selected Pomeroy Elementary School to receive the 2007 Fall School Beautification Event.
- Participated at monthly Technical Advisory Committee meetings.

- Participated at monthly Public Education Subcommittee meetings.
- Participated at monthly Household Hazardous Waste Subcommittee meetings.
- Continued monthly coordination meetings with Allied Waste Services staff, tracked service issues and planning expectations.

RECOMMENDATION: Note receipt and file.

XI. ROUNDTABLE / ANNOUNCEMENTS

XII. FUTURE AGENDA ITEMS

XIII. ADJOURNMENT

NEXT REGULARLY SCHEDULED COMMISSION MEETING TUESDAY, JULY 24, 2007 AT 7:00 P.M.

KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review. **FOR MORE INFORMATION ON YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE OR TO REPORT A VIOLATION OF THE ORDINANCE, CONTACT THE OPEN GOVERNMENT COMMISSION**

at the City Attorney's office at the Milpitas City Hall, 455 E. Calaveras Blvd, Milpitas, CA 95035.

E-mail: rpioroda@ci.milpitas.ca.gov

Fax 408/586-3030

Phone 408/586-3000

A free copy of the Open Government Ordinance is available from the City Clerk's Office or by visiting the City's website www.ci.milpitas.ca.gov Select Open Government Ordinance under News Features

RASRAC April 24, 2007

Agenda Packet Materials

1. Agenda April 24, 2007
2. Unapproved Minutes for January 30, 2007
3. Solid Waste Rates Financial Analysis Request For Proposal
4. 2005 Annual Diversion Report
5. Staff Activities:
 - a. Composting workshops and Spring 2007 Compost Giveaway Event information in *Milpitas Connection* magazine.
 - b. “Bring Your Own Bag ” ad in *The Milpitas Post*.
 - c. Updated 32-gallon single-stream recycling cart option mailer.
 - d. March 18, 2007 E-waste turn-in event ad.